Website Questionnaire

Please view our comprehensive web design questionnaire below.

Answering the questions will provide us with the fullest idea of the website that you requires and hence develop the best quote for you and your business.

1. What is the purpose of your website?
    A brochure site?
    Establish an online presence?
    An entertainment site?
    An information presentation site?
    To obtain demographic customer information?
    Online questionnaire?
    A community site?
    Promote products / services?
    An E-commerce site.

2. What is the important message that you wish to convey to your visitors? Please view the following list.
    To provide customer service.
    To sell a product.
    To build familiarity.
    To provide general / specific product information.
    To build customer loyalty.
    To make an announcement.
    To encourage customers to contact us by phone, post or email.
    To make available product prices.
    To improve inner company communications.

3. Is this website project a redesign or a new website?
    If you wish to redesign a website, what do you like or dislike about your existing website?

4. Do you have a logo and a slogan for your business?
    Do you already have company colours and styling?

5. Develop a short description of your business, how would your customers find you in the Yellow Pages?

6. Who is your target market?
    What type of visitors do you want to attract to the site?

7. Do you have any short term or long term goals for your website?
    How would you determine success?

8. Do you already own the domain name?
    Do you have an existing hosting account or would you require one?

9. If you require an ecommerce website, what type of ecommerce solution do you require?
    Flat file page, visitor must print then fax, post or phone to place order.
    Single page secure order form that send each order as an email.
    Multi-page secure order form with shopping cart, visitors can pick products while continuing to look at the site, change their order, preview order and submit on-line.

10. Do your customers have buying seasons?

11. Do you have a brick and mortar or other off-web location or contact point? How do you see the online and off-line business working together?

12. Who are your competitors?
    What do you like / dislike about their websites?

13. Do you know of any sites that share similar interests or business ideas as yourself, reciprocally linking to important websites can be beneficial?

14. A well laid out website has no more than 6 - 8 section links to interior pages on the home page, how many pages do you potentially see for your website?

15. Will you be allocating a marketing budget for your website? Would you consider paid search engine inclusion? Would you consider online advertising (GoogleAds, Overture)?

16. Will you be able to supply all photos, custom graphics or text for the site?

17. Do you require any other components on your site, for example affiliate programs, java applets, database integration, questionnaire forms, feedback forms, newsletters?

18. Keywords and keyword phrases are very important to a websites search engine optimization, do you know which words you would like your site to be quickly and easily found with search engines on?

19. Do you require ongoing maintenance and content updates?
    How often do you see the content being updated?
    Do you require the facility to update content yourself?

20. Is there a deadline for the site to be completed and placed online?

21. Do you have a budget set for the website development?